

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

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Wild Poppies, Lupines are ripe in the Valley of the Moon

And what do you 'spose? It's Friday the 13th. They come along quite frequently—think there's three this year. If you're really superstitious, just plain don't do anything today. Otherwise, work and play hard and have a good time.

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

'Twas a million dollar rain, Tuesday night and part of Wednesday, according to the ranchers and vineyardists. Also those persons have have flower and vegetable gardens. And all the weatherman told us was that we might get a few drizzles. Instead, real downpours gladdened the hearts of many.

ROZARIO'S PALMS INN, Verano. Quiet and homelike, it's the favorite place for banquets, dinners, parties. And cocktails.

You goin' to go down to the Mission Inn about 11 o'clock Tuesday night and shake hands with the honorable senator from Tennessee, Estes Kefauver? He'll sleep there, and early the next morning will go on to Vallejo and points to the south. He slipped slightly in the Illinois primary Tuesday, though his name wasn't on the ballot, and all his votes were write-ins. But as reported, you just can't buck the democratic machine in Cook county (Chicago) and get anywhere. Thank the Lord that's not the case in California, where the machine gets a wallop every once in a while.

A wedding ring may not be as tight as a tourniquet, but it stops the circulation. VALLEY WATCH REPAIR, Boyce Springs.

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Tried out a Christmas shirt this week, and it brought a real surprise. It had a real honest-to-goodness tail, first we've seen or worn since before the last war. Remember when the shirttails barely made it to the inside of your trousers?

VALLEY OF THE MOON REALTY, 222 West Napa, Sonoma. Affers the friendliest service in the Valley. A. J. (Smiley) Bourdy is owner and operator. Harry White is A. J.'s able assistant.

We like Bob Crosby so very much, it's with sorrow it must be reported that he sings flat. Sometimes awfully flat. But so does Thomas L. Thomas—and several other supposedly good singers. Probably their best friends won't tell 'em.

RUMMAGE SALE, April 17-18-19, Sonoma Improvement Club, at Mountain Ave. and Hiway 12. 2 gas ranges, 1 with trash burner, 1 gas floor furnace, 1 oil heater and drum, 20-gal. water heater, furniture, many other useful items.

We get pretty fed up when we're told the Springs area wouldn't support a bank of its own, and that the Sonoma banks give us adequate service. They don't. It would help if one of them would establish a sub-branch here for the simpler bank services, but so far they've vetoed that idea.

As for supporting a bank, what do they know about it? From all we can learn, a bank here would go over with a bang and in a year or two would dwarf all the others. We've got the population (twice that of Sonoma), and the money's here.

If we only had a leader, who'd propose and then with help go out for not only a bank but a lot of other things badly needed here. If we were only 20 years younger . . .

HAZEL'S 'HOUSE OF CHARM', 18375 Hwy. 12, Boyes. Parisian License. Cold waves, hair styling, tints, dyes, haircuts. Evenings by appointment. WE 8-5829.

IT'S PLANTING TIME. We've got everything, from fruit trees to berries, grapes, roses, seeds. **GREEN TREE, Craig at Arnold Dr.**

And that Rock 'n' Roll Waltz is kinda cute, but it can't be done. A rock 'n' roll isn't played in 3-4 time, and if one tries to waltz to 2-4 or 4-4 time, he and his partner aren't waltzing. Haven't seen a teenager actually waltzing for 20 years. Don't think they'd know how to do it in the second place.

HOOKEER OAKS & TRAILER COURT, Hiway 12. Trailer space available. Propane gas. Shell products. Groceries.

OUR RESORT, El Verano. Harvey and Melina will welcome you. Stein Club headquarters. Draft beer. Tasty mixed drinks.

Think we've developed an immunity to all forms of commercials on radio and television. They've gone in cycles: Once they all were "singing," now more emphasis is put on goofy cartoons. In all cases they're repeated over and over again, so often that most people either shut them off, go to the icebox, or snatch a bit of reading until they're over with. With a little sense, they could be dressed up, changed often (three times should be enough for any one ad), and perhaps they'd go over better. Right now, it's our idea they're making many more enemies than friends for themselves, their services and their products. First time maybe you're "sold," but mighty soon "unsold."

BOYES SPRINGS FOOD CENTER. Fresh fruits and vegetables, big frozen food and dairy departments. Beverages. Take-outs, too.

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

The candlemaker has the worst job of all. He has to work on wick ends.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

Don't know much about prunes, though they were on our table as a kid very often. Here where they're grown in such profusion and perfection, you seldom see them on a restaurant menu, nor is there much demand for them in the food markets. Notice they've been trying to boost prunes by various advertising methods of late, and that's good.

In Chicago a whipped prune pie is popular throughout the area. Will the prune industry please tell us where we can get prune pie like that hereabouts?

SONOMA GOLF & COUNTRY CLUB, for the best food in the Valley. Excellent cocktail bar. Sumptuously luxuriant.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

Al Riser over at Little Switzerland in El Verano treated us to a sip of what he called cherry brandy the other day. It has an unpronounceable name in Swiss. It's the color of water, but tastes like something else. Al says that six drinks of it will make you a yodeler like you've never been before, in the authentic Swiss manner.

Federal and State Income Tax Returns prepared. 20 years state income tax auditor. EDMUND C. REEDY, 18340 Sonoma Hwy., Boyes.
EL DORADO HOTEL, Sonoma. Specialists in Italian food. Banquets and club dinners. Historic atmosphere. A friendly place.

It was refreshing to tune in the other night on "Mayor of the Town," sponsored by Richfield, but that name was mentioned only twice in the half-hour program, once at the beginning and once at the end. If Richfield's example were followed by other TV advertisers, we'd really have a well-liked advertising medium, and the sponsor would profit no end. Catch the program some evening.

DENNY'S COG CLUB, main corner, Boyes. Sportsmen's headquarters. A large, friendly tavern, where everybody's your friend. Real estate headquarters — sales or rentals—**WOODS-FRANQUELIN CO.**, Boyes Springs Branch. Fast service. Personal attention.

Little Jack Little (that wasn't his real name) died early this week in Hollywood, Fla. Thought to have had too many sleeping pills. We remember Jack as one of the first nationally known radio piano players, back about 1925. On our old crystal set, we heard him from Cincinnati, and he was asking listeners to send in requests for various numbers. We wired him such a request (forget just what) and he read our wire over the air (what fame!) and played the piece. He wasn't the best pianist in the world, but he was pretty good, and very popular along about then.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

The Boyes plaza is a favorite spot for the hot-rodders after dark, but there's one even more popular. The kids are using Calle del Monte up to Central, then back via Thompson avenue to the highway. Or vice versa. Sometimes they don't wait till dark. A little kid on that race track wouldn't have a ghost of a chance of escaping death. How much longer do we-all stand for it?

MENDEL'S CAFE, Boyes Springs Plaza. Our food (especially sizzling steaks) are winning wide approval. Tasty drinkables.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

If you like to eat, here's a tip: Sons and Daughters of Italy are staging a spaghetti and meatball dinner at the Veterans' Memorial building in Sonoma from 5:30 to 8:30 p. m. Saturday, April 21. You get a four-course feed at \$1 for adults, 50 cents for children. Dancing will follow the eatables. Mrs. Catino is chairman. Mrs. Sal Argento is president, Mrs. Novo secretary of the Daughters.

DANCE Saturday nights and Sundays at LITTLE SWITZERLAND, El Verano. Fine music, Swiss food, congenial crowds, always.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-2750.

'Nother feed the same evening, April 21. It's a free enchillada party at Denny's COG club, everything free and a full evening of fun and frolic guaranteed.

SONOMA GROVE, Hiway 12 near Boyes. Famous for Italian dinner, but hard to beat on other cuisine. Cocktail bar will please you.

B & L LAUNDROMAT, Fetters Springs. Latest modern equipment. Fast service, low charge. Take it easy on wash day—every week.

Heathen that we are, we've read the Bible through three times now, plus several "Stories of the Bible." Exceptions: We've not read all the "begats," nor the psalms and proverbs, maybe because we have no use for poetry. Maybe the psalms and proverbs aren't poetry but they verge on it. The 23rd psalm is more or less understandable.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

"Hey, Colonel, what's with the highways this week?"

Answer: Nothing that's new. Suppose in general the county and state highway departments are doing as good a job as they know how, but they are so far behind the times they should be taking refresher courses.

Our major superhighways are well constructed, though they're costing much more money than should be necessary. The state and county roads are not up to standard. State highways (we've got one through the Springs) are not wide enough, the shoulders are non-existent in many miles, and the highway markings are very sketchy.

County roads (some state roads, too) are too narrow as a general rule, most of the bridges are bottlenecks, and dangerous. There are too few "stop" signs.

Aside from the above complaints, there's nothing new.

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

GREEN TREE NURSERY, Arnold at Craig. Complete stocks of fruit trees, shrubs, berries, grapes. Many at special low prices.

A rip-snortin' rummage sale is coming up right away—April 17-18-19—at the Sonoma Improvement clubhouse on Mountain avenue just off Jack London way (highway 12). Mrs. Ivar Monson, in charge of the affair, assures us there'll be a raft of mighty fine articles for sale, and the whole community is invited to turn out. Included among articles donated are two gas ranges, floor furnace, oil heater and drum, water heater, furniture of all descriptions, and many other useful items.

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MIKE & ROSE'S BOYES SPRINGS STORE. Famous for fine meats at lowest prices in the Springs area. "Specials" week ends.
FOR — REDWOOD HANGING BASKET or PATIO PLANTER
 Mail \$1.55 to P. O. BOX 398, EL VERANO, CALIF.

Recreation? Plenty in this area. The golfers are out in large numbers nowadays at Sonoma Golf and Country club, far different from a few weeks back, when it rained for about seven weeks. Paul's had a grand reopening last Friday night, with about 500 guests, many of them big shots from Sonoma county and Vallejo. Londonside's open again, and they had capacity crowds over the weekend. Maybe more of us who live here should join in with the out-of-towners who so muchly appreciate what we've got to offer right here at home.

POWDER BOX BEAUTY SHOP, Arnold drive at Ellis's. All new equipment. Modern methods. Phone WE 8-2673 for appointment.
MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. **BOB CLOUSE, Your Friendly Mover.**

THE GRIPER SAYS—

If one is to judge the "Native Sons" by their road-driving courtesy in and around Sonoma, there would never be any "cum laude" attached to the degree.

"Aaaaahh!" I wonder if Hemingway ever thought he would start the vicious circle to which we have to listen when he broadcast, "All the news that's news today, broadcast for you by Hemingway?" Nowadays every commercial has to have a word couplet of some sort, however farfetched, so as to be like every one else.

Oh, yes! Word pronunciation. Who do the commentators and broadcasters think they are to start changing the entire English language, especially proper names?

Who do I think I am? — I'm the GRIPER!

EVERYTHING for your home, garden, lawn. Gardening supplies. Work clothing, ladies' wear, cards, souvenirs. BOYES VARIETY. BANCROFT NURSERY, Sonoma. Roses, Annuals, Flats, Fruit Trees. It's spring, and time for gardening. Look over our stocks.

"The only people you should want to get even with are those who have helped you."

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar. RICHFIELD SERVICE, Boyes, Plaza at Hiway 12. Bud Delaney is the proprietor. Highest quality gas and oil, tires, batteries.

RULES FOR SUPERMARKETS

Not all supermarkets have magic-eye doors. Avoid injury! Always stick your hand out in front of you.

A few wagons are bound to be squeaky. If you get a syueaky wagon accept it in the right spirit.

Do not paw over boxes of tomatoes, looking for a box with all good tomatoes in it. Each box contains three good tomatoes and one bad. That way it's fair to everybody.

When you can't make out whether the price stamped on a can is 26c or 29c, quietly ask one of the attendants. He'll tell you it's 29c.

If somebody puts something in your basket, remain calm. You may be pushing his basket.

All flank steaks are folded with the fat at the bottom where you can't see it. This is a rule of the store and your cooperation is appreciated.

When standing in line do not run your wagon up on the heels of the person in front of you.

GEORGE'S MEATS (Boyes Springs Food Center). Satisfied customers help spread our reputation for finest, tenderest meats.

RUSTIC INN, Glen Ellen. A historic tavern, with modern ideas.

GUNNER, RUTH or **MANNY** will welcome you—heartily.

SOME BRAND NEW DEFINITIONS

(Governmentally speaking, that is. Rep. Carl Hinshaw, California republican member of congress, recently added a few lively and new definitions to the Congressional Record. Here they are:

Program: Any assignment that cannot be completed with one phone call.

Channels: The trail left by inter-office memos.

Coordinator: The guy who has a desk between two expediters.

Consultant or Expert: Any ordinary guy more than 50 miles away.

Under consideration: Never heard of it.

Under active consideration: We are looking in the files for it.

Conference: Where conversation is substituted for the dreariness of labor and the loneliness of thought.

Committee: A means for evading responsibility.

Board: First, made of wood; second, long and narrow, and third, sometimes warped.

Reliable Source: The guy you just met.

Informed Source: The guy who just told the guy you just met.

Unimpeachable Source: The guy who started the rumor originally.

Make a Survey: Need more time to think of an answer.

Note and Initial: Spread the responsibility.

Clarification: Fill in the background with so many details that the foreground goes underground.

Check the Files: Ask the janitor to look through yesterday's sweepings.

Finalize: Scratch gravel to cover errors.

And for those who are feeling smug about government red tape, Representative Hinshaw adds a word: Some of these definitions also apply to private business.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971

Prescription Specialists Veterinary Supplies

MORE MONEY SAVED HERE than at your bank. Smart food shoppers find real values at WOODLEAF MARKET, Boyes.

Someone has defined a bigamist as "a man who keeps two himself."

LARSON'S LIQUOR & SPORTING GOODS

Sportsmen's Center — Fishermen's and Hunters' Supplies

BUD THOMPSON, Plaza Barber, Boyes Springs, for the best and fastest barber service anywhere. Hair styling a specialty.

(George F. Richter, German-born pottery maker of Sierra Madre, was the winner in an "I Am an American" day essay contest recently conducted by a Los Angeles newspaper.) His essay:

"It means that I have incurred the greatest and most glorious debt that a human being can incur on this earth. I owe countless millions of Americans who came here before me the sacred obligation to preserve what they willed to me.

"I know the names of only the most famous of these. And realizing that for every great and storied American there has been a multitude of commonplace and unsung who gave as readily of their hopes and their labor and their blood to build and hand down an impregnable fortress of freedom where every man could be a king, I do not single out any from Plymouth Rock to the present for special thanks.

"Indeed, I do not think that any one of them would desire or accept such a regard for so priceless a gift. Rather, I see and feel all of them as one man gazing solemnly upon me from beyond the stars and saying: 'Into your keeping this day has been entrusted everything precious that free men have been able to achieve and save amidst the ruins of a dozen civilizations.'

"'Cherish it—guard it—enjoy it—augment it if you can—and if necessary fight and die for it as if YOU were its only hope for survival' . . . that is what it means to me to become an American citizen."

SONOMA MISSION INN, known throughout the nation for quality dinners, cocktails, friendliness. Convention headquarters.

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.